

In the claims:

Please add new claims 4-17 as follows:

- 09804664 - 062204
- 92 4. (NEW) A packaged toy comprising:
- a personalized toy; and
- a package enclosing the personalized toy, wherein the package has a flap covering the personalized toy and customer-defined identifying material removably attached to the flap wherein at least a portion of the identifying material is visible from the exterior of the package.
5. (NEW) The packaged toy of claim 4, wherein the identifying material includes a customer-defined toy name.
6. (NEW) The packaged toy of claim 4, wherein the identifying material includes a customer-defined intended recipient.
7. (NEW) The packaged toy of claim 4, wherein the flap includes an aperture adapted to expose the personalized toy when the identifying material is removed.
8. (NEW) The packaged toy of claim 4, wherein the flap is adapted to be opened to reveal the personalized toy.

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9. (NEW) The packaged toy of claim 4, further comprising a toy-support card to display the personalized toy within the package.

10. (NEW) A package for displaying a personalized toy, the package comprising:
a flap having an inside and an outside, where the inside of the flap faces the
personalized toy;
an aperture in the flap; and
customer-defined identifying material supported on the inside of the flap.

11. (NEW) The package of claim 10, wherein the customer-defined identifying material has a front side and a back side, wherein the front side of the material is visible through the aperture on the outside of the flap and the back side is visible on the inside of the flap.

12. (NEW) The package of claim 10, wherein the customer-defined identifying material includes a customer-defined toy name.

13. (NEW) The package of claim 10, wherein the customer-defined identifying material includes a customer-defined intended recipient.

14. (NEW) The package of claim 10, wherein the identifying material includes a story related to the personalized toy.

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15. (NEW)

16. (NEW) The package of claim 10, wherein the identifying material is removable.

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